

Media advantages and disadvantages

\$ = low cost (average medium ad = up to \$100/ad)
 \$\$ = low – medium cost (average ad \$100 – \$500/ad)
 \$\$\$ = medium cost (average ad \$500 – \$2000/ad)
 \$\$\$\$ = high cost (average ad \$2000 – up/ad)
 B&W = Black and White ad

	Newspaper	Magazines	Television	Radio	Web
Average Cost-Rates	\$ B&W \$\$ Color	\$\$-\$\$\$ B&W \$\$\$-\$\$\$ Color	\$\$\$-\$\$\$\$ length of ad	\$ - \$\$\$ length of ad	\$ - \$\$\$ Size of ad
Advantages	Established audience, Can create sense of immediacy, Timing flexibility, Ability to develop depth of message, Place ads based on editorial appropriateness by section	Established audience over larger territory, Ability to develop depth of message, Can pay for premier placements, Longer shelf life – possible years, Four color process normally available with additional fee	Allows for sound and motion, High reach capabilities, Can target by programming	Local tie to community, Able to target by format, It's mobile - in car, office, home, outdoors, Audience identify with their stations - it is personal, Short lead times for scheduling and production, Out-of-pocket cost is low, Can be high frequency medium – market saturation with repetition	Reach is defined Can pay for premium placement (top left hand of screen) Longer shelf life Color is normally free and unrestricted Allows for sound and motion High global reach capabilities It's mobile –
Possible Disadvantages	Clutter on page, message can get lost, Inconsistent reproduction placement, Limited demographics, Short shelf life – unusually 1-2 days, No sound or motion in ad – often no color, Seldom get positioning guarantee	High relative cost to reach, Limited demographics, No sound or motion in ad	Higher out-of-pocket costs, Higher production costs, Less flexibility due to longer lead time, Uneven reach by season	Cluttered commercial breaks Does not allow for visual, Fragmented audience in larger markets, Listener may be otherwise occupied while listening	Still new medium - Demographics and audience difficult to define Webpage can become cluttered Higher design costs